

Sponsorship Package

2022 ANÉA-ASNA Convention
January 14 -16



Redefining Our Reality

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Our Convention

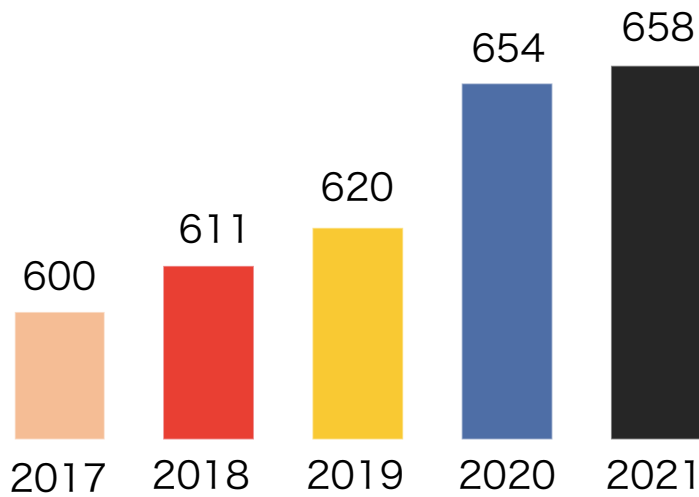
The 2022 Convention Committee is proud to present the 32nd annual ANÉA-ASNA Actuarial Science Conference. For the past thirty-one years, our actuarial community of academics, professionals and industry leaders have come together for North America's largest Actuarial job convention known as the "ASNA Convention". The convention is the only time of year where Canada's brightest actuarial talent gathers to an outstanding venue to network, interview, and talk actuarial. It is a special event that neither an actuarial firm nor student would want to miss.

COVID-19 Update

As of this moment, we are preparing for a virtual and in-person convention simultaneously. We will make our final decision on this topic this fall when public health measures are more rigid. During this unprecedented time, ANÉA-ASNA is fully committed to upholding a high level of professionalism while bringing you a high quality virtual convention experience complete with the variety of customizable sponsorship opportunities to engage with aspiring actuaries that the Conference has come to be known for over the past three decades.

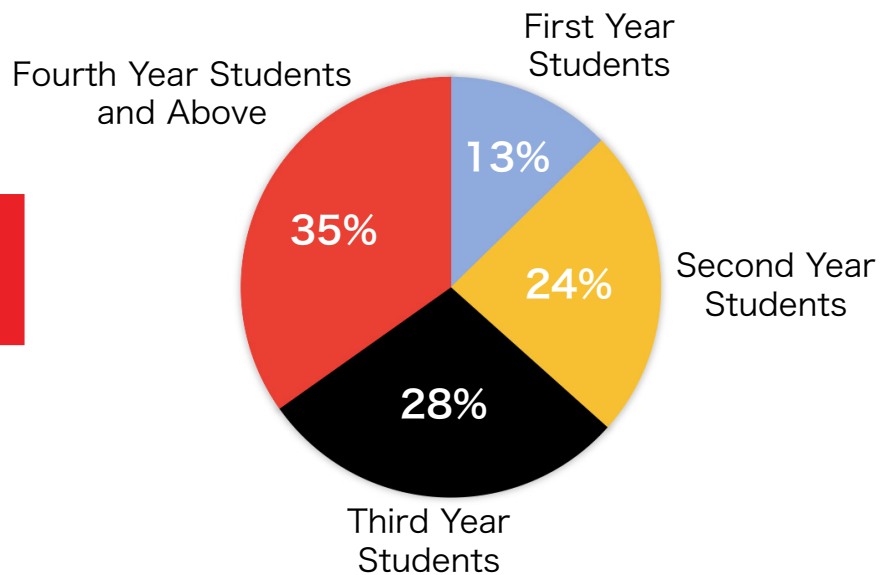
Our Vision

To see our sponsors and attendees leave with great success. Whether you are looking for a job, presenting a hot topic, hiring students, or simply trying to learn more about the field, we want this to be an eye-opening experience for all. The 2021 virtual convention experience has put the ANÉA-ASNA team in a great position to host an amazing virtual or in person event.



Student Attendance Per Year

2021 Student Attendance By Year of Study





The 2022 Convention

This year our theme is “Redefining our reality”. Once again, Canada’s top actuarial talent will congregate with the nation’s leading actuarial employers to talk about our science. A variety of seminars will be held by employers and distinguished guests of different industries across the discipline for students of the conference to question the new working world we now call “normal”. Our 32nd Convention will explore the new risks that have come to the surface in a COVID-19 world, and others that may have faded.



Sponsor Testimonials From the 2021 Convention

Lillian Foroozandeh

- Ontario Teachers’
Pension Plan

“Great support and communication leading up to the event. The platform is intuitive and there is a great selection of candidates”

Joanne Ramnarine

- LifeWorks

“I appreciate the ASNA reps taking the time to do a walk-through of the platform, and they were very responsive on the tech support chat.”

Michael Stinchcombe

- Canada Life

“Our seminar was well organized and the ASNA team was very adaptable to switching my topic last minute for the CIA. I think it was a great first virtual conference.”

Tentative List of Events

Mingling Party *

Seminars

Networking 101 Seminar

Student Interactive Session

Meet and Greet Event

Tea Ceremony

Nationwide Case Competition

Career Fair

Gala Ceremony

(reserved for Grand Patron
Sponsor)

Professional Panel

Social Night

Opening Ceremony

Private Networking

Cultural and Trivia Night *

(replacing Private Break-
fasts)

Interviews **

Après-Event

Coffee Connections **

Luncheon

* These events can be replaced by a private networking opportunity for the sponsor

** Should the sponsor wish event can be scheduled by ASNA



A background image showing several hands shaking in a group, symbolizing partnership and agreement. The image is partially obscured by text boxes.

Our Promise

The ANÉA-ASNA convention promotes sustainable partnerships by building brand strength and helping employers recruit Canada's strongest actuarial talent.

Become Our Sponsor

The ongoing success of the ANÉA-ASNA convention is largely due to the tremendous support of our sponsors. As a not-for-profit organization, every sponsor plays an integral role in ensuring the continued success of each ANÉA-ASNA convention. In response, we offer a unique experience for students, employers and the extended actuarial community.

Sponsor Perks

- Coffee connections
- Private interviews
- Private networking sessions
- Advertise your business in front of industry leaders
- Increased exposure through events, multimedia online platforms, webinars and ANÉA-ASNA newsletters
- Opportunity to meet, network with, and recruit top actuarial students studying across Canada



Sponsorship Opportunity

Interactive Games

Companies will have the opportunity to host customizable events, available to all students to participate. This is an opportunity for employees to connect with students in a rich, immersive environment and for students to learn more about their company.

Seminars

Silver level sponsors and above are invited to bring a guest speaker to our virtual convention. Seminars are an integral part of the convention, providing students with insights on the actuarial profession and the future of their career.

Interviews

One of the top priorities of the ANEA-ASNA convention is to match employers with their ideal candidates. Private rooms will be reserved on Saturday and Sunday for sponsors interested in conducting interviews. Over 340 interviews took place at ANEA-ASNA 2021 with 33 companies.

Career Fair

The career fair is ASNA's flagship event. This is the time where students and recruiters connect, talk business and exchange resumes. There are two sessions where recruiters set up booths and welcome in 600+ of Canada's strongest actuarial talent. Certainly, one of our profession's most special events of the year.

Coffee Connections

Employers will select a group of candidates to join their representatives for virtual coffee chats. Coffee Connections are an excellent opportunity to make personal connections and identify potential hires. ASNA has averaged 150 coffee connections with 28 companies over the past decade of conventions.

List of Events

We offer a variety of key events, which may be sponsored exclusively by companies looking to enhance their ANÉA-ASNA experience through further involvement. These events give our partners additional marketing exposure and greater opportunity for personal interaction. If your company is interested in sponsoring one of the events outlined below, please let us know.

Diamond

- Opening / Tea / Gala Ceremony

These ceremonies bring together all students and sponsors. SOs will be given the opportunity to present to all ASNA attendees.

- Career Fair

In addition to sponsorship to the Career Fair, SO will have priority booth placement selection.

-Nationwide Case Competition

Top teams from universities will compete against each other in an actuarial case study. SO will have the opportunity to assist with this event as both a facilitator and/or judge.

-Social Night

This event involves a multitude of social activities led by SO representatives in a branded space. Note that this event can be accommodated in both virtual and in person space.

-Apres-Event

SO will have a chance to network with students during a casual gathering in a branded space before students leave the convention. Note that this year, the SO will have the option to convert this event into a timed private networking session.

Gold

- ASNA Meet & Greet

This event provides SO representatives the opportunity of hosting an informal networking session between SO representatives and attendees.

- Mingling Party

The event kicks off the convention week with a fun, informal environment for students and the SO representatives to interact with each other. SO may lead various games and activities, and network with students.

- Professional Panel

SO will act as a moderator and leader for the Professional Panel.

- Student Interactive Session

Collaborate with attendees on a more personal level through exclusive networking activities, led by SO representatives.

- Private Networking or Private Breakfast

Networking opportunity for up to 60 people including company representatives and selected candidates.



Actuarial Student National Association
Association Nationale des Étudiants en Actuariat



In Person Convention

Toronto, Ontario

The Westin Harbour Castle

Actuarial Students' National Association

January 14 -16, 2022

Sponsorship Levels



Convention

Marketing

Diamond

\$9500

- + All Gold Convention Benefits
- + Exclusive sponsorship of one Diamond event
- + Exclusive sponsorship of one additional seminar
- + One representative at the professional panel

- + All Gold Marketing Benefits
- + Special feature of your organization in the ASNA newsletter

Gold

\$7000

- + All Silver Convention Benefits
- + Exclusive sponsorship of one Gold event

- + All Silver Marketing Benefits

Silver

\$4500

- + All Bronze Convention Benefits
- + Exclusive sponsorship of one seminar

- + All Bronze Marketing Benefits
- + Organization logo on T-Shirts and all marketing content (i.e. pamphlets, posters)

Bronze

\$2800

- + One exhibition table provided at Career Fair
- + Option to hold Interview Sessions and/or Coffee Connections

- + All Partner Marketing Benefits
- + Reserved publicity section in the ANÉA-ASNA newsletter (distributed to 1500+ students) and a special mention of each sponsor at the end of each ASNA webinar
- + Receive electronic copies of student resumes

Partner

\$1000

- + Reserved publicity section in the ANÉA-ASNA newsletter (distributed to 1500+ students) and a special mention of each sponsor at the end of each



Actuarial Student National Association
Association Nationale des Étudiants en Actuariat

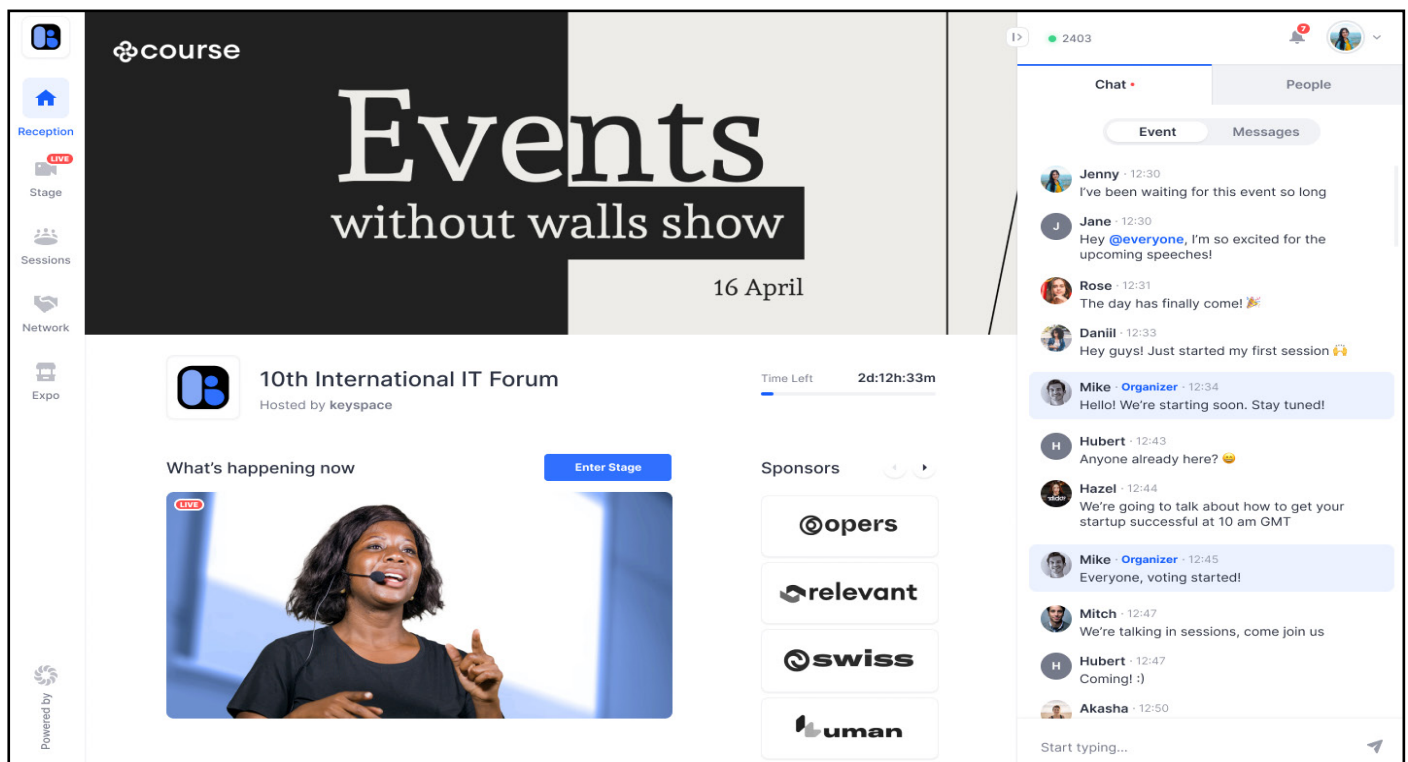
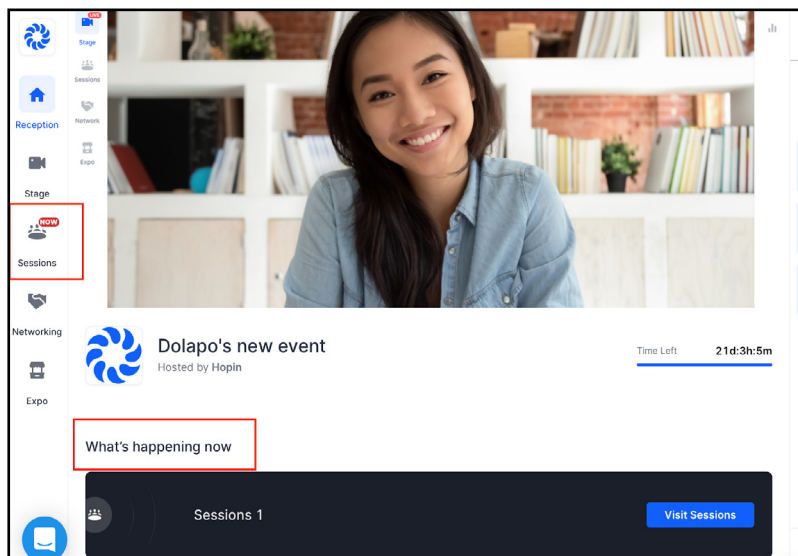


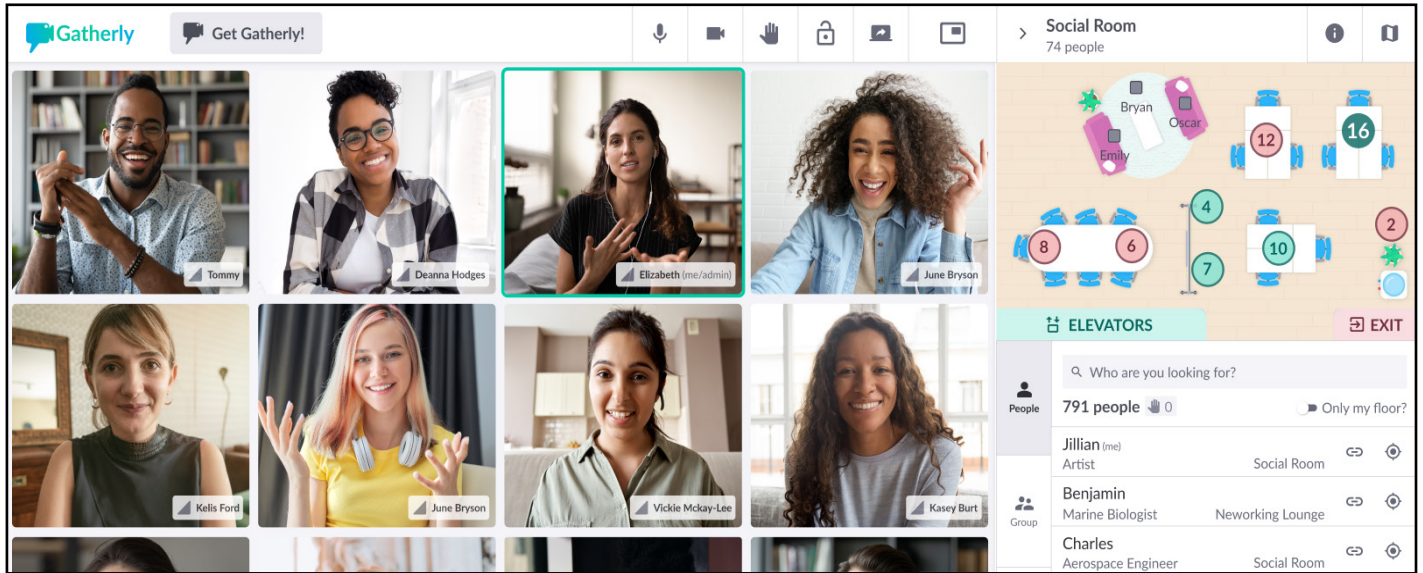
Virtual Convention

Hopin & Gatherly
Actuarial Students' National Association
January 14 -16, 2022



This year, we are revamping our virtual events platform in case of a virtual convention. Hopin is a virtual venue with multiple interactive areas that are optimized for students to connect with sponsors. Hopin is scalable and can handle hundreds of students attending ASNA with ease. The platform closely replicates the in-person experience that ANÉA-ASNA Convention has become known to offer with the option for additional branding and engagement opportunities. In addition to all these functionalities, some additional benefits for sponsors this year is the ability to access the attendee contact list, event data and analytics, event recordings/transcripts for content repurposing, and a digital event bag. With these new analytical capabilities, sponsors can quantify and target their engagement!





ANÉA-ASNA's renowned career fair will be hosted through the Gatherly platform. Gatherly resolves this by offering a seamless area that allows attendees to walk around and network freely, replicating the in-person career fair experience. Students can spontaneously join 1-on-1 and group video calls which makes it ideal for networking sessions. As we prepare for both an in-person and virtual convention while closely monitoring pandemic guidelines, the convention team promises an immersive virtual environment where you can connect, engage and captivate hundreds of attendees.





Sponsorship Levels

Convention

Marketing

Diamond

\$4750

- + All Gold Convention Benefits
- + Exclusive sponsorship of one Diamond level event
- + Exclusive sponsorship of one additional seminar
- + One representative at the professional panel
- + Central booth location in virtual career fair
- + Logo featured in virtual platform

- + All Gold Marketing Benefits
- + Special feature of your organization in the ASNA newsletter

Gold

\$2750

- + All Silver Convention Benefits
- + Exclusive sponsorship of one Gold level event in a branded virtual room
- + Sponsored push notifications to attendees

- + All Silver Marketing Benefits

Silver

\$2000

- + All Bronze Convention Benefits
- + Exclusive sponsorship of one seminar
- + Logo featured in promotional welcome video upon entering the virtual lobby

- + All Bronze Marketing Benefits
- + Organization logo on all marketing content (i.e. pamphlets, posters)

Bronze

\$1300

- + One exhibition table provided at virtual Career Fair
- + Option to hold Interview Sessions and/or Coffee Connections

- + All Partner Marketing Benefits
- + Reserved publicity section in the ANÉA-ASNA newsletter (distributed to 1,500+ students) and a special mention of each sponsor at the end of each ASNA webinar
- + Receive electronic copies of student resumes

Partner

\$500

- + Recognition in ANÉA-ASNA website and social media platforms
- + Online promotions via ANÉA-ASNA website and social media platforms
- + Sponsorship of gift prizes in various promotional initiatives (i.e. social media contests)

Past Participants

Students

Carleton University
 Concordia University
 Dalhousie University
 McGill University
 McMaster University
 Memorial University of Newfoundland
 Queen's University
 Ryerson University
 Saint Mary's University
 Seneca College
 Simon Fraser University
 St. Francis Xavier University
 Université de Montréal
 Université de Québec a Montréal
 Université Laval
 University of Alberta
 University of British Columbia
 University of Calgary
 University of Carleton
 University of Manitoba
 University of Prince Edward Island
 Université de Québec
 University of Regina
 University of Toronto
 University of Tampa Bay
 University of Waterloo
 University of Western Ontario
 Washburn University
 Wilfrid Laurier University
 Windsor University
 York University

Convention Sponsors

ACTEX Learning
 American Academy of Actuaries
 Aon
 Assumption Life
 Aviva Canada
 Buck Canada HR Services Ltd
 CAAT Pension Plan
 Canada Life
 Casualty Actuarial Society
 Canadian Institute of Actuaries
 Coaching Actuaries
 Deloitte
 Desjardins General Insurance
 Group
 Echelon Assurance
 Economical Insurance
 Elliott Bauer
 Ernst & Young
 Foresters Financial
 Hannover RE
 iA Financial Group
 IABA
 Intact
 KPMG
 LifeWorks
 Manulife
 Masters of Financial Insurance
 - U of T
 Mercer
 Milliman
 Moody's Analytics

Munich Re
 NBFC
 Normandin Beaudry
 Ontario Teachers Pension Plan
 Optimum Actuarial Consulting
 PartnerRe
 RGA
 RSA
 RSM Canada LLP
 SCOR
 Society of Actuaries
 Sun Life Financial
 Swiss Re
 TD Insurance
 The Co-operators
 The Infinite Actuary
 UPEI
 Wawanesa
 Willis Towers Watson